



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research
Attn: Rachael Beale
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

Contract # 198290

Schedule Dates 10/15/12-10/21/12
Advertiser Kaine for Senate 2012 (15809)
Agency Media Strategies & Research (1419)
Product Political-Political (1088)
Brand Kaine for Senate 2012 (68318)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Beale, Rachael
Phone/Fax /
CPE Kaine/US SENTATE/EST12454 10/15-10/21
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments 10/15 - 10/21 - ADD

Date Entered 10/10/12
Last Modified 10/17/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,040.00
Net Total \$45,560.00
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Oct. 2012
Grand Total:
Spots 23
Rate \$53,600.00
23 \$53,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1	1	1	1	1	1			5	\$2,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/10/12
2.0	Normal Line / SPOT	10/21/12-10/21/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/10/12
3.0	Revised Line / SPOT	10/18/12-10/18/12	4	:30	6:57A- 7P (EST)					1							WJLA Arlington (WJLA)		10/10/12
3.1	Normal Line / SPOT	10/18/12-10/18/12	4	:30	6:57P- 7P (EST)					1				1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/17/12
4.0	Normal Line / SPOT	10/15/12-10/17/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @ 5A		1		1					2	\$300.00	\$600.00	WJLA Arlington (WJLA)		10/10/12
5.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1		1		1			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		10/10/12
6.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	9A- LIVE!					1				1	\$400.00	\$400.00	WJLA Arlington (WJLA)		10/10/12
7.0	Normal Line / SPOT	10/18/12-10/18/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON					1				1	\$500.00	\$500.00	WJLA Arlington (WJLA)		10/10/12
8.0	Normal Line / SPOT	10/16/12-10/16/12	4	:30	10A- RACHAEL RAY							1		1	\$400.00	\$400.00	WJLA Arlington (WJLA)		10/10/12
9.0	Normal Line / SPOT	10/19/12-10/19/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)							1			\$400.00		WJLA Arlington (WJLA)		10/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



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WJLA Arlington (WJLA)
By Broadcast Month

Month	Spots	Rate
Oct. 2012	23	\$53,600.00
Grand Total:	23	\$53,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
9.0.1	Closed Preempt	10/19/12															WJLA Arlington (WJLA)	No Avail/Exception -	
10.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	3:01P- ANDERSON COOPER SHOW	1	1							1	\$800.00	\$800.00	WJLA Arlington (WJLA)		10/10/12
11.0	Normal Line / SPOT	10/15/12-10/17/12	3	:30	6:58P- WHEEL OF FORTUNE	1	1							2	\$4,500.00	\$9,000.00	WJLA Arlington (WJLA)		10/10/12
12.0	Normal Line / SPOT	10/19/12-10/19/12	3	:30	6:58P- WHEEL OF FORTUNE					1				1	\$4,500.00	\$4,500.00	WJLA Arlington (WJLA)		10/10/12
13.0	Normal Line / SPOT	10/16/12-10/18/12	4	:30	7:27P- JEOPARDY		1		1					1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/10/12
13.0.1	Closed Preempt	10/16/12															WJLA Arlington (WJLA)	No Avail/Exception -	
14.0	Normal Line / SPOT	10/17/12-10/17/12	4	:30	7:57P- ABC-THE MIDDLE/NEIGHBORS			1						1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/10/12
15.0	Normal Line / SPOT	10/17/12-10/17/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P			1						1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		10/10/12
16.0	Normal Line / SPOT	10/16/12-10/16/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P		1							1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		10/10/12

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